



SIGN PERMIT APPLICATION PACKET



Applicants are strongly encouraged to meet with the Architectural Review Board prior to submission of a sign permit application to discuss design concepts or present a preliminary design for discussion with the Board. Such discussions shall not be binding on the applicant or the Board and no official action will be taken by the Board regarding the discussion or presentation. Placement on the Board's agenda shall be scheduled through the zoning administrator.

PLANNING, ZONING AND BUILDING DEPARTMENT
PLANNING & ZONING TECHNICIAN (912) 756-3592 or ZONING ADMINISTRATOR (912) 756-3735
richmondhill-ga.gov

UPDATED 7-1-15

APPLICATION CHECKLIST

(Use this as a guide to make sure you have filled out what is needed to expedite the review time for your permit application and submit it along with your application. Please place this document on top of your permit application.)

YES N/A

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have read the general information sheet and understand its content |
| <input type="checkbox"/> | <input type="checkbox"/> | Master Sign Plan Checklist filled out completely |
| <input type="checkbox"/> | <input type="checkbox"/> | Grand Opening Signage Checklist filled out completely |
| <input type="checkbox"/> | <input type="checkbox"/> | Principal Freestanding Sign Checklist filled out completely |
| <input type="checkbox"/> | <input type="checkbox"/> | Principal Building Sign Checklist filled out completely |
| <input type="checkbox"/> | <input type="checkbox"/> | Project Entrance Sign Checklist filled out completely |
| <input type="checkbox"/> | <input type="checkbox"/> | Miscellaneous Freestanding Sign Checklist filled out completely |
| <input type="checkbox"/> | <input type="checkbox"/> | Miscellaneous Building Sign Checklist filled out completely |
| <input type="checkbox"/> | <input type="checkbox"/> | Landscaping and Design Requirements Checklist filled out completely |
| <input type="checkbox"/> | <input type="checkbox"/> | Written Consent Form filled out completely |
| <input type="checkbox"/> | <input type="checkbox"/> | Color drawings provided, showing in detail information such as but not limited to:
dimensions of sign structure and sign face, distance to property lines
(freestanding signs only), image showing exact sign location, sign structure material,
sign face material and all other information required to show full compliance to signage
regulations |

I am aware that I am responsible to meet the required applicable signage regulations

SIGNATURE

DATE

PERMIT #

GENERAL INFORMATION

All signs hereafter erected, replaced, reconstructed, repaired, altered or relocated within the city having a sign structure area of 200 square feet or more and/or eight (8) feet or taller in height shall be designed to withstand a wind load created by a 120 mile per hour wind.

No person shall erect a sign on public property other than the governmental entity responsible for such property or public utility companies or contractors occupying or working on public property pursuant to government contract or franchise.

All signs other than "weekend signs" shall require a minimum 10 ft. setback from rights-of-way

Only Monument and Hybrid Monument signs are allowed as freestanding signs for non residential

Monument sign: A freestanding sign in which the entire bottom of the base of the sign structure is in contact with the ground, providing a solid and continuous background for the sign from the ground to the top of the sign structure. The base of a monument sign must be as wide as or wider than the sign body.

Hybrid monument sign: A freestanding sign in which the entire bottom of the base of the sign structure is in contact with the ground, but a solid and continuous background for the sign from the ground to the top of the sign structure is not provided. The base of a hybrid monument sign must be as wide as or wider than the sign body.

Manually activated changeable copy signs are permitted in conjunction with freestanding signs and joint signs so long as the changeable copy portion of the sign face does not exceed sixty (60) percent of the overall sign face of the freestanding sign or thirty (30) percent of the overall sign face of a joint sign; and provided that the total sign face does not exceed the size limitations imposed elsewhere by the signage regulations.

Master Sign Plan Checklist

ALL New Buildings/Developments

☐ Not Applicable

☐ Master sign plans shall illustrate all proposed signs in sufficient detail so as to provide knowledgeable review and design specificity. Master sign plans shall show, describe or illustrate all signs proposed to be located on a lot (and the buildings and structures related thereto) for which a sign permit is required.

Master sign plans must include:

☐ **Location:** An accurate drawing to scale showing the position of the sign or signs in relation to nearby buildings or structures (including other signs), driveways, parking areas, property and right-of-way lines, and any other limiting site features (survey not required). The drawing must show or note (as applicable):

- ☐ 1) the location and size of all other signs on the parcel that are proposed to remain;
- ☐ 2) the distance in feet to the nearest existing freestanding sign;
- ☐ 3) the distance in feet from the location of the proposed sign(s) to the nearest residentially zoned parcel.

☐ **Specifications:** An accurate drawing to scale of the plans, specifications and method of construction and attachment of the sign or signs to the building or ground. The drawing shall specifically include the size of the sign structure(s) and sign face area(s), overall height of the sign(s), a site distance diagram, and any protective devices around the base of the sign(s). For all signs hereafter erected, replaced, reconstructed, repaired, altered or relocated within the city having a sign structure area of 200 square feet or more and/or eight (8) feet or taller in height shall be designed to withstand a wind load created by a 120 mile per hour wind. The drawing shall be an engineered structural drawing.

☐ **Design:** The master sign plan shall include such drawings and specifications as may be required to clearly illustrate the design elements of the sign or signs, including the construction materials, size, letter style and color of all elements of the sign(s), including the sign structure, the sign face, and background surfaces. The plan shall also show landscaping details including the extent of the designated landscaping area, the location of specific landscape materials, and the botanical and common name of plants by location on the plan.

☐ Signs that are otherwise exempt under this Article need not be shown on the master sign plan.

☐ Upon approval, the master sign plan shall supersede any conflicting restrictions and regulations of this Article for the property to which it pertains.

Additional information.

☐ Such other information as the city shall require to show full compliance with this and other ordinances of the city.

GRAND OPENING SIGNAGE CHECKLIST

FOR NEW BUSINESSES ONLY

☐ **Not Applicable**

Portable signs

Portable sign means a sign designed to be transported or easily relocated and not attached to the ground, such as but not limited to the following:

- (1) A sign designed to be temporarily placed upon the ground and not otherwise affixed to it by a permanent foundation.
- (2) A sign mounted on a trailer, with or without wheels.
- (3) An A-frame or sandwich board sign.
- (4) An umbrella used for advertising.

During a grand opening event, one portable sign is allowed as a temporary sign on a property developed for commercial, industrial or institutional use, subject to the following restrictions:

- ☐ **Maximum size:** The maximum size of a portable sign shall not exceed 32 square feet. Said sign shall not have flashing lights or animated devices, but may be internally illuminated and may be a manually activated changeable copy sign.
- ☐ **Placement:** The sign must be placed on the site in compliance with Section 13(f) of this Article;c. Securely anchored: To prevent wind damage to the sign or other property, the sign must be securely anchored to the site in a manner acceptable to the zoning administrator.
- ☐ **Electrical connections:** All electrical connections to the sign must be in compliance with the Electrical Code as adopted by the city, and must be inspected prior to use.
- ☐ **Frequency and duration:** Portable signs may be allowed only in relation to a grand opening event. A grand opening event may not be approved for more than 14 consecutive days.

Festoons

Festoons such as strings of light bulbs and strings of ribbons, tinsel, pennants, streamers, pinwheels or other similar devices, may be allowed as part of a grand opening event, provided that:

- ☐ **Location:** No part of any such festoon shall be located in, on or within 10 feet of a public right-of-way and no hazard to traffic safety shall be created; and,
 - ☐ **Frequency and duration:** Portable signs and festoons may be allowed only in relation to a grand opening event. A grand opening event may not be approved for more than 14 consecutive days.
- ☐ List all proposed festoons you plan to use:
-
-

**Principal Freestanding Signs
New and Existing Businesses**

**NON RESIDENTIAL
(SEE ADDITIONAL REQUIREMENTS FOR OVERLAY AREAS)**

☐ Not Applicable

- ☐ All principal freestanding signs shall be surrounded by protective curbing, the area within which shall be landscaped in accordance with the requirements of Section 11(a). No freestanding sign shall be permitted to encroach in a parking area to such extent that the remaining parking spaces fail to meet the standards of the zoning ordinance for off-street parking.
- ☐ Freestanding sign faces shall be mounted on architecturally treated sign structures.
- ☐ A 10 foot sign setback is required as measured from the property line.

For buildings containing less than 50,000 gross square feet of floor area, the following applies:

- ☐ A developed parcel, whether a planned center or a single user, fronting on one dedicated street may have one principal freestanding sign. A parcel with entrances on two dedicated streets (not a residential street) may have two principal freestanding signs provided that the parcel has at least 200 linear front feet on both streets.
- ☐ Principal freestanding signs shall be either a monument or hybrid monument sign.
- ☐ Each principal freestanding sign can be up to a maximum of 8 feet in height and have a maximum sign face area of 40 square feet per side. Sign face shall not exceed 40% of the sign structure. Sign copy shall not encroach within 4 inches of the outer edge of the sign face area.
- ☐ Maximum area of principal freestanding sign structure 100 square feet.

For buildings containing 50,000 gross square feet of floor area or more, the following applies:

- ☐ A developed parcel, whether a planned center or a single user, fronting on one dedicated street may have one principal freestanding sign. A parcel with entrances on two dedicated streets (not a residential street) may have two principal freestanding signs provided that the parcel has at least 200 linear front feet on both streets.
- ☐ Principal freestanding signs shall be either a monument or hybrid monument sign.
- ☐ Each principal freestanding sign can be up to a maximum of 15 feet in height and have a maximum sign face of 60 square feet per side. Sign face shall not exceed 40% of the sign structure and shall not exceed maximum sign face area of 60 square feet. Sign copy shall not encroach within 4 inches of the outer edge of the sign face area.
- ☐ Maximum area of principal freestanding sign structure 250 square feet.

ADDITIONAL REQUIREMENTS FOR OVERLAY AREAS

□ Not Applicable

Ford Overlay Area – area so designated in the Architectural Design Ordinance. The following requirements are in addition to all other sign regulations in this ordinance.

- Bricks used as a sign structure shall be Savannah Grey or its approved equal
- Each principal freestanding sign in a planned center or single occupant building less than 50,000 gross square feet of floor area can be up to a maximum of 6 feet in height and have a maximum sign face area of 30 square feet per side.
- Internally illuminated cabinet signs are prohibited on buildings.
- In order to minimize light pollution and obtrusive light sources in Richmond Hill, all free standing and building sign faces constructed from acrylic/lexan type material shall have only the sign copy translucent and able to transmit light and an opaque sign face that does not transmit light. If the sign face is painted to achieve opacity, the paint must have a matte finish.

Gateway Overlay Area – area so designated in the Architectural Design Ordinance. The following requirements are in addition to all other sign regulations in this ordinance.

- In order to minimize light pollution and obtrusive light sources in Richmond Hill, all free standing and building sign faces constructed from acrylic/lexan type material shall have only the sign copy translucent and able to transmit light and an opaque sign face that does not transmit light. If the sign face is painted to achieve opacity, the paint must have a matte finish.

**Principal Building Signs
New and Existing Businesses**

NON RESIDENTIAL (SEE ADDITIONAL REQUIREMENTS FOR OVERLAY AREAS)

☐ **Not Applicable**

Planned Centers

For planned centers containing less than 50,000 gross square feet of floor area

☐ Each planned center tenant/occupant may have one principal building wall sign facing the main street. The sign must be aesthetically pleasing and not crowd the architecture of the building in any way. These signs shall not exceed 60 square feet each.

For planned centers containing 50,000 gross square feet of floor area or more

- ☐ Each such planned center's primary tenant/occupant may have one principal building wall sign facing the main street. The sign must be aesthetically pleasing and not crowd the architecture of the building in any way and shall not exceed 160 square feet.
- ☐ Each such planned center tenant/occupant other than the primary tenant/occupant may have one principal building wall sign facing the main street. The sign must be aesthetically pleasing and not crowd the architecture of the building in any way and shall not exceed 60 square feet each.
- ☐ In calculating lineal feet of tenant frontage for purposes of determining building sign area on a building facade, freestanding canopies (as defined in this Article) and other accessory structures shall not be included.

Free standing, single occupant buildings

- ☐ A free standing, single occupant building containing less than 50,000 gross square feet of floor area, fronting on one dedicated street may have one principal building wall sign which must not exceed one square foot of principal building sign per one linear foot of building frontage on the building side on which the sign is to be placed or 75 square feet, whichever is less. Such a freestanding, single occupant building, on two dedicated streets (not a residential street and both streets with a minimum of 200 linear feet of frontage on both streets) may have two principal building wall signs. The second sign, if permitted, will not exceed one square foot of principal building sign per one linear foot of building frontage or 75 square feet, whichever is less, on the building side on which the sign is to be placed.
- ☐ A free standing, single occupant building containing 50,000 gross square feet of floor area or more, fronting on one dedicated street may have one principal building wall sign which must not exceed 160 square feet. Such a freestanding, single occupant building, on two dedicated streets (not a residential street and both streets with a minimum of 200 linear feet of frontage on both streets) may have two principal building wall signs which in total shall not exceed 300 square feet.

**Project Entrance Signs
New and Existing Projects**

**NON RESIDENTIAL AND MULTI-FAMILY
AND OTHER RESIDENTIAL OCCUPYING A SINGLE PROPERTY IN COMMON**

☐ **Not Applicable**

This Section applies to all project entrance signs that are located at the designated entrances to a residential subdivision, a multi-family development, or a nonresidential subdivision (such as an office park or industrial park). Project entrance signs shall not be located in the rights-of-way.

Entrances to subdivisions

- ☐ In addition to any principal freestanding signage allowed on a property within the subdivision, if the property is a corner lot located at an entrance into any residential or nonresidential subdivision, then such property may contain no more than one permanent project entrance sign for the subdivision (i.e., total two signs per entrance)
- ☐ A subdivision may have project entrance signage at any entrance into the subdivision from an adjoining street outside the subdivision.

Entrances to un-subdivided developments

In addition to any principal freestanding signage allowed on a property, if any, a multi-family development or a residential or nonresidential condominium project may contain project entrance signs as follows:

- ☐ An un-subdivided development fronting on one dedicated street may have project entrance signs at one entrance to the development. A development with entrances on additional dedicated streets (not a residential street) may have project entrance signs at one entrance into the development on each street.
- ☐ No more than two permanent project entrance signs are allowed at each development entrance allowed per street frontage
- ☐ Any project entrance sign may be lighted by single-flood, external illumination, which may not be directed onto the street or vehicular traffic. Multiple-flood external illumination and internal illumination, including channeled letter signs, may be authorized only through issuance of a sign permit.
- ☐ All project entrance sign faces shall be mounted on an architecturally treated monument sign structure or an architecturally treated decorative wall.

Size and Height

- ☐ Maximum sign face area 30 Sq. Ft.
- ☐ Maximum sign height 6 feet

**Miscellaneous Freestanding Signs
New and Existing Businesses**

**NON RESIDENTIAL AND MULTI-FAMILY
AND OTHER RESIDENTIAL OCCUPYING A SINGLE PROPERTY IN COMMON
(EXEMPT FROM PERMITTING)**

□ Not Applicable

Permanent freestanding signs in addition to those regulated under Section 9 and Section 10 of the signage regulations are allowed as accessory uses on a property occupied by any multi-family, commercial, industrial or institutional use if each sign complies with all of the following:

- Within the area between a street right-of-way line and the minimum building setback required from that street right-of-way line for the zoning of the property, miscellaneous signs may only be located within 3 feet of driveways that provide access into or from the property. There shall be no more than 2 such signs per driveway and each such sign shall not exceed 4 square feet in sign face area nor be more than 3 feet in height.
- Portable signs are not allowed as miscellaneous freestanding signs except for A-Frame signs (also known as “sandwich board” signs). Such A-Frame signs must be located no farther from an entrance to the owner’s business than 6 feet, and may be no larger than 4 square feet in sign face area nor be more than 3 feet in height. Such A-Frame signs must be stored indoors when the owner’s establishment is not open for business.
- One miscellaneous sign may be located on a property occupied by a restaurant for each drive-through service window on the building. Such signs shall be located farther from the street than the minimum building setback from the street right-of-way line required by the zoning of the property, and shall not exceed 32 square feet in sign face area or more than 8 feet in height.

**Miscellaneous Building Signs
New and Existing Businesses**

**NON RESIDENTIAL AND MULTI-FAMILY
AND OTHER RESIDENTIAL OCCUPYING A SINGLE PROPERTY IN COMMON**

☐ **Not Applicable**

Miscellaneous building signs not otherwise prohibited under Section 4 in the signage regulations, are allowed on nonresidential use properties in addition to the principal building signs allowed under Section 9(c), as follows:

General miscellaneous building signs

Miscellaneous building signs are allowed, provided that such signs shall be placed only on a tenant space façade fronting on a dedicated public street. Such signs are limited as follows:

☐ Each business that occupies space within a principal business as a subtenant is allowed one wall sign in addition to the principal building sign allowed for the principal business under Section 9(c)(2). Each additional wall sign shall not exceed 10 square feet in sign face area, nor shall the total for all such additional signs exceed 30 square feet in sign face area collectively.

Sidewalk pedestrian signs

Each tenant (other than a subtenant) located within a planned center is allowed to have one sign in addition to all other signs allowed by this Article, as follows:

- ☐ The sidewalk pedestrian sign may be post mounted in a sidewalk planter, mounted flat on a building wall or perpendicular to a building wall (mounted flat or hanging).
- ☐ Each such sign shall be allowed to have a maximum sign face area of 6 square feet.

Gas station signs

In addition to the principal building signage and miscellaneous building signage allowed on a gasoline service station building, the following signage is allowed on any freestanding canopy or car wash building on the site:

- ☐ One wall sign is allowed on each side of a freestanding canopy that faces a dedicated street. Such a sign shall not cover more than 10% of the freestanding canopy face nor be larger in sign face area than 9 square feet, whichever is less.
- ☐ One wall sign, not to exceed 20 square feet in sign face area, shall be permitted on one façade of a detached car wash building that is an accessory use to the gasoline service station. The detached car wash wall sign shall be consistent with the color and style of other signage on the site.

Rear entrance signs

For any planned center that has a service drive along the rear of the building, one rear entrance sign is required for each tenant that has direct or indirect access to the service drive.

- ☐ Rear entrance signs shall be located directly on or adjacent to the rear door.
- ☐ The area of rear entrance signs shall not exceed 3 square feet; however, the sign may not be less than 18 inches wide and 12 inches high, and must be clearly legible for public safety personnel.

Landscaping and Design Requirements

NON RESIDENTIAL AND MULTI-FAMILY AND OTHER RESIDENTIAL OCCUPYING A SINGLE PROPERTY IN COMMON

☐ Not Applicable

Landscaping

- ☐ There shall be established a landscaping area around each principal freestanding sign and each project entrance sign that is equal to no less than the total area of all sides of the the sign structure. The sign landscaping area shall extend from the base or structural supports of the sign equally in every direction, but no less than 5 feet. Within this sign landscaping area, the following standards shall apply:
- ☐ All portions of the sign landscaping area shall be covered by landscape materials, as defined in this Article, except for those ground areas that are covered by permitted structures. A minimum of 80% of the required landscape area shall be covered with living plant materials, which may include any combination of ground covers and shrubs.
- ☐ Shrubs that are provided within the sign landscaping area must be at least 12 inches tall at the time of planting, and be of a species that will not normally exceed 4 feet in height at maturity.
- ☐ Plant materials may be clustered for decorative effect following professional landscaping standards for spacing, location and design.

Maintenance of required plant materials

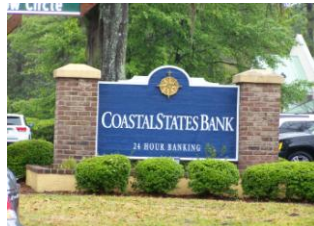
- ☐ The owner, tenant and their agent, if any, and their successors and assigns shall be jointly and severally responsible for the maintenance in good condition of the plant materials used to meet the minimum landscaping requirements of this Section.

Color

- ☐ Sign colors shall provide sufficient contrast to be legible, yet be subdued enough to blend with the natural landscape and/or surrounding structures.
- ☐ All elements of a sign face, including the background area and any letters, words, images or symbols, shall be of earth tones or muted colors. Matte black or white letters when required for adequate contrast and legibility are allowed.
- ☐ Muted colors are colors that are restricted or suppressed hues that do not show the full color value, but rather a more subtle version.
- ☐ Earth tones are colors that depict the colors commonly seen in nature, such as the brown hues of various woods and clays and the neutral gray and beige shades in stones and sand.
- ☐ Examples of acceptable muted colors and earth tones are found on the "Sign Ordinance Color Chart" as approved by City Council and are available for inspection in the Department of Planning and Zoning.
- ☐ The construction materials used for the freestanding sign structure shall be architecturally treated such as stone, brick, stucco, etc.
- ☐ Bright and glossy or fluorescent colors and reflective surfaces are prohibited. Bright and glossy or fluorescent logo colors, if used, must be muted.

EXAMPLES OF FREESTANDING SIGNS ALLOWED BY TYPE

MONUMENT SIGNS





**WRITTEN CONSENT OF THE OWNER OR LESSOR OF THE BUILDING OR PARCEL
TO WHICH OR UPON WHICH THE SIGN IS TO BE ERECTED**

OWNER OR LESSOR PRINTED NAME

DATE

OWNER OR LESSOR SIGNATURE

DATE

SIGN AGENT PRINTED NAME

DATE

SIGN AGENT SIGNATURE

DATE